

Goal: PUBLIC INFRASTRUCTURE

Desired Community Condition(s)

Residents have safe and affordable transportation options that meet the public's needs.

Program Strategy: TRANSIT MARKETING

A5701

Promoting and encouraging employees and students to use alternative modes of transportation.

Department: TRANSIT

Service Activities

TDM

Strategy Purpose and Description

The TDM program encourages the citizens of Albuquerque and surrounding areas to use alternative transportation via an employer-based TDM program, ACT Now (Alternative Commute Transportation Now) and an educational component that targets our future commuters, Kids In Motion. Additionally, the staff plans and implements marketing and education programs to increase public awareness to encourage the use of alternative modes of transportation such as riding the bus, carpooling, vanpooling, bicycling, and walking.

Promote non-fuel transportation activities such as walking and bicycling. Encourage and promote carpooling, vanpooling, and riding the Transit Department's fixed route service, Sun Tran. In addition, educate employers about the benefits of teleworking.

Serve as the lead Albuquerque agency for carpooling by maintaining a ridematching database that assists individuals by referring them to possible carpool opportunities.

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Serve as an alternative transportation advocate in the greater Albuquerque metropolitan area.

Changes and Key Initiatives

Obtain Apartment complexes in Albuquerque as prospective ACT Now partners.

Priority Objectives

Input Measure (\$000's)

2001	265	265 OPERATING GRANTS FUND	1,120
2002	265	265 OPERATING GRANTS FUND	1,120
2003	265	265 OPERATING GRANTS FUND	1,066
2004	265	265 OPERATING GRANTS FUND	1,153
2005	265	265 OPERATING GRANTS FUND	1,374

Strategy Outcome	Measure	Year	Project	Mid Year	Actual	Notes
Increase awareness among commuters to alternative means of transportation through presentations, meetings, etc.	# of presentations, etc.	2003	755	505	1210	

2004	755	464	813
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2005	1200
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